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The Link

Vol. 5 No. 1

Western Kentucky University Department of Journalism

Aug. 29, 1994

Summer Review — Fall Preview

Good news and bad news in department

By Jo-Ann Huff Aibers
Department Head

Welcome! We're delighted to have 145 new majors (as of 4:15 p.m. Wednesday, Aug. 24) and to have others back after a summer break.

The first day of classes was made particularly exciting by the discovery that we and the Department of Agriculture both had a class planned to meet in GCC 103. Ag won because we hadn't officially requested the room. Guess we figured Mrs. Gerard was clairvoyant or something and knew we wanted the room.

There's good news to report. Many of you may already know about late spring achievements. For those who don't:

* WKU's entry in the National Student Advertising Competition finished sixth. Team members were **Mark Nichols, John Brock, Mary Long, Leslie Chapell** and **Chad Day**.

The photojournalism program won the William Randolph Hearst Intercollegiate Championship by having the highest number of

points from our two entrants:

Kathryn Scott and **Frances Gardler**. Their efforts brought the department its fifth consecutive No. 1 finish (and a \$10,000 cash prize).

* **Scott** also finished third in the Hearst individual competition, received a \$2,000 scholarship and had the best picture story in the competition with a \$500 award. **Gardler** finished fifth in the photojournalism category and received a \$600 cash award.

* The department finished fifth in the Hearst writing competition.

* When all Hearst competition points were added, WKU finished third. Others in the top five were Arizona State, first; University of Kansas, second; Missouri, fourth; and Northwestern, fifth.

The bad news to share is that our planned remodeling of Garrett Conference Center space is undone. PJ is still punting with a temporary electronic darkroom, and the Journalism Resources Center materials remain in boxes stored in Gordon Wilson. The

See Good News next page

'Where publications never sleep'

By Bob Adams
Student Publications Director

I hope that by now you already have been introduced to the student publications at Western. During the first week of classes the College Heights Herald published two issues — the first was 32 pages plus a 56-page View of the Hill minitab and the second was 28 pages — and the Talisman editors have been recruiting new staff members for their new look publication.

Welcome to Western where publications never sleep. We're excited that you are here. Many of you are back after productive summer internships. Others are here for the first time. We're glad you chose Western and we hope you will get involved with the Herald or Talisman. A warning for the newcomers: Don't try to do too much too soon. Get adjusted to your classes and life at Western. The Herald has been here since 1925, the Talisman since 1924. When you're ready to get involved, we'll be here.

If you have been here, it may be

See Publications next page

Leaves of Talisman may change covers this fall

Gain Valuable Experience and Work with New Concept

The Talisman staff is hoping to publish this year's edition in a magazine format, with color photos and a soft cover. While plans are "still in the works," said Talisman editor **Amethel Parel-Sewell**, there are plans for three issues each semester.

"A magazine is more conducive to students," she said.

The staff will rely on students to submit items from all departments on campus and the publication may include poetry, art, short stories as well as a lot of photos.

"I want it to become a magazine for the whole campus, not just journalism," she said.

Bob Adams, advisor and student publications director, agrees.

"We are trying to retain some of the traditions, such as student portraits, but with a more contemporary magazine look that might attract more students' interests," he said.

Anyone interested in working on the Talisman should call Parel-Sewell at 6282. ♦

Good News

From the front

problem is lack of money to pay for the work. Architectural drawings are completed.

This summer was a busy one for the department office. Among other things, we completed an audit of the files of all active students to project course needs of majors and maybe more accurately determine how many sections of particular courses ought to be offered. It's an inconvenience for students, a lot of confusion for faculty and a lot of work for the office staff when we have to make changes after the schedule bulletin is printed.

We are better able now to track students and make sure degree programs are completed in a timely fashion. There were far too many instances of students having taken courses before they should have been. All advisers have been alerted to watch for that in the future. Capstone courses are supposed to be taken in the senior year, ideally in the last semester of the senior year. Those courses are JOUR 425 Editorial and Feature Writing for print

majors, JOUR 438 Photo Management, JOUR 446 Advertising Campaigns and JOUR 456 Public Relations Campaigns.

Don't miss your sequence meetings in the second week of classes. Times and places are posted in both our buildings. At the sequence meetings we hope to finish recruiting the upperclass mentors we need for the 145 new students. If you are a junior or senior (sophomores with at least 50 hours of study are OK, too) and have not volunteered, please stop in the department office to complete a volunteer form.

Mentors are expected to make one welcoming call to mentees and to make themselves available to answer questions newcomers might have and not want to ask teachers or staff. Match-ups are made by major.

Don't hesitate to come to the department office if you have a problem or just need someone to talk with.

We're here for you. ♦

Sequence Meetings Scheduled

All majors are expected to attend sequence meetings in your field of study. Come to this welcoming event to learn what's going to happen in your major this year.

- Advertising:
Mon. Aug. 29, GCC100 7 p.m.
- Print Journalism:
Tue., Aug. 30, GCC100, 7 p.m.
- Photojournalism:
Wed. Aug. 31, GCC103, 7:30 p.m.
- Public Relations:
Thur. Sept. 1, GCC100, 7 p.m.

The Ad Club will hold its first meeting in conjunction with the advertising sequence meeting.

For all majors interested:

The first meeting of the Society of Professional Journalists (SPJ) will be held after the sequence meeting on Tues., Aug. 30 at 8 p.m. in GCC, Executive Room. ♦

The Herald is still accepting applications for reporters for the fall semester. Call 745-2655 for more information.

Publications

From the front

time to get involved. Although the Herald staff is already in place for this semester, there's usually a spot for someone who wants to write. Most positions on the Talisman staff haven't been filled yet. Come by the Student Publications Business Office, 122 Garrett, to get an application. Do it now while you're thinking about it.

If you're seriously considering a career in journalism, you should seriously consider working on the Herald and/or Talisman. The experience you'll get isn't available anywhere else. It's simple: experience on campus publications, internships, then a job. A few people will get a job without

the first two levels of experience. A very few. Just Tuesday I received a call from an editor in Louisiana regarding a Western graduate. The name was familiar, but there was no face with it. I asked three other faculty members. All had the same response. I discovered that she worked one semester (or less) on the Herald. That was it. She may get the job anyway. But why take a chance when you graduate?

Even if you decide that this isn't the right time for you to get involved, don't forget us. In the meantime, read the Herald twice a week and order a 1995 Talisman. You'll be glad you did. And we'll be glad, too. ♦

The Link

The Link is published every two weeks and contains information about events, lectures, awards, meetings and people in the Department of Journalism. It is distributed to over 600 journalism students, faculty and administrators.

The deadline schedule for submitting news items is posted in the journalism office and The Herald office.

Send your news items, comments, compliments and complaints to:

Linda S. Morris, Editor, c/o The College Heights Herald, 122 Garrett Conference Center or call 2655 (Herald) or 782-6186 (home).

Corban Goble, advisor ♦

What we did on our summer "vacation"

Students share stories of their internships

Advertising

By Tim Cobb

Leader-News? Ever heard of it? Well, that's where I interned this summer. It is a weekly paper published in Central City, Ky.

Leader-News covers all of Muhlenberg County. It is the state's fourth largest weekly newspaper with a circulation of about 9,500.

I was hired as an intern in advertising layout, but I ended up gaining much needed experience in other areas.

On top of my ad layout responsibilities, I did a lot of typesetting as well as some minor editing. I also helped lay out the newspaper's classified ad pages and was responsible for display classifieds.

Most of the people with whom I worked were very friendly and helpful. The newspaper's editor was always willing to answer any questions I had whether it was about laying out pages or what she, as an employer, looked for in a resume.

While at the *Leader-News*, I had the opportunity to work with former Herald reporter and Western graduate Kevin Kinnaird (or Calvin Kincald, as some people in the county had mistakenly begun to call him). However, shortly after I arrived, Kevin left to work for a daily paper in Marietta, Ohio.

The biggest story of the summer for the *Leader-News* was a murder-suicide. A man killed his estranged wife in their home and then killed himself. This big story had an added touch of sorrow for those of us at the paper. The lady who was killed was the mother-in-law of one of the layout people with whom I worked, and the man

was the ex-father-in-law of one of the advertising salespeople at the paper.

A junior from Graham, Ky., Tim Cobb is an advertising major with a minor in marketing. ♦

Photojournalism

By Linda S. Morris

While interning at the *Phoenix Gazette*, Craig Fritz decided to shoot photos of some guys diving off a cliff. Unfortunately, one diver dove into shallow water over rocks, and Fritz was there to take photos of a friend trying to get the diver's bloody body out of the water. The paper ran the sequence of photos.

Fritz said he was given a couple of assignments the second day on the job, after the paper received the results of his drug tests from the first day. And one of the assignments was "a portrait of a cop." By-the-way, he wants to be sure all his friends know that he passed the drug tests.

In temperatures that averaged about 110 degrees, Fritz had many assignments, such as photographing 4-H kids shooting off rockets on the Ft. McDowell Indian Reservation. And on a day off, he took photos in the Grand Canyon National Park, which was smoky from several forest fires burning in the area. One of his photos ran on the Metro front.

He also took pictures during the funeral of a 21-year-old girl who had been killed by a drunk driver. He said the ironic part of this accident was that she had started the Students Against Drunk Drivers club when she was in high school.

Fritz said he doesn't think anyone should try to intern at this

paper — because he wants to go back there again. In fact, he said he would "definitely" like to work there when he gets out of school.

"They have awesome equipment. I shot mostly chrome. They had an equipment locker that had everything you could want; they even had a 300f/2," he said, indicating that other photojournalism students would know what he was talking about.

"The work environment is really good. There is no weak link in their photography. They really motivate you to produce good work. They are really helpful and really energetic.

"The work environment is why I had such a good summer. Plus, I love Phoenix," he said.

Fritz is a senior from Excelsior, Minn., majoring in photojournalism.

Print Journalism

By Cara Anna

If you are a sophomore or junior or senior, do this right now: Talk to Mr. Allen or Mr. Adams about the Dow Jones editing internship. It's worth it.

I spent the summer at *The Palm Beach Post* in Florida (circulation around 200,000), plus I'll receive a \$1,000 scholarship. Good deal.

As copy editor, you read other people's stories and make corrections, write headline and infoboxes and such, proof completed pages and check the Associated Press wires for breaking news. (Some people also design and lay out pages).

The job doesn't involve writing, but no one stops you from taking the initiative and offering to write. For example, I wrote a sports story and three columns.

It's a great experience. It helps you understand newspapers (and how to write better) and best of all, you become part of the Dow Jones network. That means that



SPJ - Nashville '94

"The Journalism Event of '94" - that's how the Society of Professional Journalists (SPJ) is promoting this year's national convention in Nashville, Sept. 14-17.

Don't miss this important opportunity to network with others and the chance to attend workshops designed to improve your journalistic skills.

Convention highlights:

- ° Jane Pauley, co-anchor of NBC News' "Dateline NBC" and SPJ member, will be the keynote speaker for the campus awards luncheon.
- ° Several professional and career development sessions complemented by three special tracks focusing on Business Reporting, Health Care Reporting, and FOI/Access.
- ° Special Opening Night Reception - take a cruise down the Cumberland River on the "General Jackson" with live performances.
- ° CNN's Larry King will moderate a town hall meeting, "Campus Crime — Whose Business Is It?"
- ° C-Span will be in Nashville to provide coverage of portions of SPJ's convention.
- ° Ken Burns creator and producer of PBS documentary *The Civil War*, will be a featured speaker.
- ° A multi-media showcase of the technology that will affect our profession will be presented.

To join SPJ and to find out more about this national convention, come to SPJ's first meeting to be held Tuesday, Aug. 30, at 8 p.m. in Garrett Conference Center, Executive Room. ♦

Interns

From third page

after you've graduated, they'll update you on job openings around the country. Very helpful.

And Palm Beach — beautiful.

Cara Anna is a senior from Hendersonville, Tenn., with a major in print journalism and a minor in African-American studies. ♦

Bridges fills spot in Public Relations

By Linda S. Morris

There have been a few personnel changes in the journalism department this summer. One addition is **Jack Bridges**, who is teaching classes in public relations.

Before coming to Western, Bridges had been earning college degrees, working in the newspaper industry, working for a public school system and for a corporation.

A native of Alabama, Bridges went to Samford University in Birmingham, Ala. where he majored in history and minored in English and theater. After a few years in the Air Force, he went to work for *The Birmingham News* in the promotion and research department.

Then he went back to Sanford and got a BS in business and moved to the copy desk at the same paper.

After shifting to public relations in 1961, Bridges became director of the news bureau at the University of North Alabama.

Then he went to the Gulf Coast and worked for the Monsanto company in employee communications and media relations. At that time Monsanto was the world's largest nylon plant.

Bridges then became director of information services at the University of West Florida.

Taking the same title, he worked for 16 years in the Escambia School District, the 10th largest public school district in Florida, which had about 42,000 students in more than 60 schools.

He spent 20 years on the coast of Florida before "having a mid-life crisis by going back to school."

He earned two master's degrees at West Florida, in Education and Administration, graduating in 1987. He still holds a "very hard to get" Florida teacher's certificate, which was required of all administrators in the school system.

And his schooling is not yet complete. He is a candidate for a Ph.D. from University of Southern Mississippi, which he hopes will be concluded this year.

He indicated he is happy to be at Western, especially due to its reputation.

"This is a highly regarded program," he said.

In other personnel matters, **Gil Stengel**, advertising, and **Bob Blann**, print journalism, have taken optional retirement. Blann's office is now in the front part of Room 306, phone 745-5834. Stengel moved to Room 303 and his number remains 745-2067. Bridges' office is where Blann used to be, Room 301, phone 745-5836. All offices are in Gordon Wilson Hall. ♦

Mountain Peoples Workshop

The 17th annual Mountain Peoples Workshop will be held Oct. 12-15 in Glasgow, Ky. Sponsored by The Photojournalism Foundation, the director and associate of the workshop are **Mike Morse** and **James Kenney**.

Jack Corn will be a part of the faculty and **Larry Powell** will be logistics director. The workshop's writing coach will be **Harry Allen**.

The Mountain Workshop is a documentary-style photojournalism workshop for selected photojournalism majors. It is held each

year in small towns in the upper Cumberland river valley in south-central Kentucky or northern Tennessee.

Participants shoot picture stories on the people of the selected county and receive intensive critiques from instructors drawn from the finest publications in the U.S.

Many consider the MPW the "boot camp" of documentary photojournalism. A book is usually published exhibiting the work of workshop participants. ♦

AWARDS - AWARDS - AWARDS

PUBLIC RELATIONS

Several Western students were honored this summer for their work in public relations.

Amy Warren and **Dora Epley**, both seniors from Bowling Green, received student awards from the Kelly Thompson chapter of the Public Relations Student Society of America (PRSSA).

Western's chapter also received honors from the East Central district of Public Relations Society of America for having an outstanding relationship between the student and professional chapters.

John Barnum was recognized as an outstanding faculty advisor.

Claude Bacon, a Madisonville senior, and **Karen Moss**, a Bowling Green senior, received District Director's Citations.

PHOTOJOURNALISTS

At the end of the spring '94 semester, five Western photojournalism students won awards in the 49th annual College Photographer of the Year competition.

Joe Stefanchik, a sophomore from Princeton, N.J., won first place and an Award of Excellence in spot news; first place in sports portfolio; and third place in picture story.

Philadelphia senior **Francis Gardler** placed second in sports portfolio and received an Award of Excellence in sports feature.

Rick Loomis, a 1993 graduate from Charlevoix, Mich., placed third in portfolio and spot news and received an Award of Excellence in feature photos.

Leah Hogsten, a 1994 graduate from Flatwoods, placed first in portrait.

Tracy Steele, a 1994 graduate from Newburgh, Ind., received an Award of Excellence in the picture story category.

More than 275 college students entered the competition, which was judged at University of Missouri-Columbia.



ADVERTISING

A Western Kentucky University advertising team placed among the top advertising schools in the nation for the fifth time in seven years during the American Advertising Federation competition June 12 in Houston, Texas. The team scored sixth at the national level.

The team consisted of **Mark Nichols** and **John Brock**, both of Glasgow; **Mary Long** of Louisville; **Leslie Chapell** of Madisonville; and **Chad Day** of Elizabethtown.

Advisors were **Carolyn Stringer**, **Gil Stengel** and **Cliff Shaluta**.

The competition was sponsored by the Kodak Corp. of Rochester, N.Y. Advertising students in the competition finals — representing 15 districts from across the United States and the Pacific Rim — had won at the regional level in earlier judging. Western first competed against 14 other universities in Ohio, West Virginia and Kentucky to reach the finals of the prestigious National Student Advertising Competition.

Students in the national competition prepared a complete integrated marketing communications plan which included marketing, advertising, sales promotion and public relations for Kodak products. Most of the senior

students on the Western team have already accepted professional advertising positions.

Nationwide, 133 schools competed in the Kodak competition.

PRINT JOURNALISM

Print journalism awards (Spring '94) were reported in the April edition of The Link. ♦



Computer lab hours for fall semester:

Garrett Conference Center, Room 108:

Monday: 11:30-3:30 p.m.
Tuesday: closed
Wednesday: 11:30-3:30 p.m.
Thursday: closed
Friday: 1-4 p.m.
Saturday: closed
Sunday: closed

Garrett Conference Center, Room 104:

Monday: 6:30-10:00 p.m.
Tuesday: closed
Wednesday: 4-10 p.m.
Thursday: closed
Friday: closed
Saturday: closed
Sunday: closed

Gordon Wilson Hall, Room 311:

Monday: closed
Tuesday: 1-10 p.m.
Wednesday: closed
Thursday: 1-10 p.m.
Friday: closed
Saturday: closed
Sunday: 4-10 p.m. ♦